

CASE STUDY

BEN REID GARDEN CENTRE



Company Background

Independent family garden centre Ben Reid has built a solid reputation as one of Aberdeen's best stocked garden plant nurseries.

For more than 200 years, the centre has specialised in plant varieties capable of thriving in challenging climates and boasts a customer base ranging from seasoned experts to keen novices.

Customer Needs

The dreaded energy contract renewal date had come around all too soon for Ben Reid Director, Simon Fraser; and it could not have been timed more poorly.

The renewal came amidst a European gas price crisis, with wholesale Gas and Electricity prices more than 150 and 100 per cent, respectively, higher than usual. Indeed, many suppliers refused to offer contracts at all due to market conditions and their own commercial restrictions.

As Simon searched for a supplier to deliver a suitable contract, the Horticultural Trades Association (HTA) recommended their new Preferred Energy Partner, Great Annual Savings Group (GAS), who could guarantee competitive rates from financially stable energy suppliers, as well as identify other areas to reduce costs.

Solution

As a leading UK cost reduction consultancy, GAS stands apart from business energy brokers by taking a holistic view of business expenses. The Group's 13 cost reduction services offer superior cost saving opportunities and full account management, reducing the burden on businesses.

GAS Account Manager Mark Boyce identified a number of suitable energy suppliers for Ben Reid, who all provided more competitive rates. Mark was also able to suggest reducing the centre's KVA as they were paying far more than necessary for several years.

KVA is the charge calculated from the maximum power a business can draw from the grid and is often overlooked by energy brokers as unit rates and standing charges dominate most energy contract conversations.

This provided the opportunity for Mark to reduce other business costs, such as water and waste.

As the UK's most diverse cost reduction specialist, GAS is now working with Ben Reid on other areas. GAS is also assisting with investigation into the viability of carbon reduction and net zero strategies, such as solar and wind generation.

"That dreaded bi-annual task of signing a new energy contract seemed worse than ever this autumn as global energy costs rocketed.

Mark Boyce held our hand and guided us through all the options to make sure we timed it right. What a relief!"

Simon Fraser,
Director of Ben Reid Company Ltd



savings of £11,662